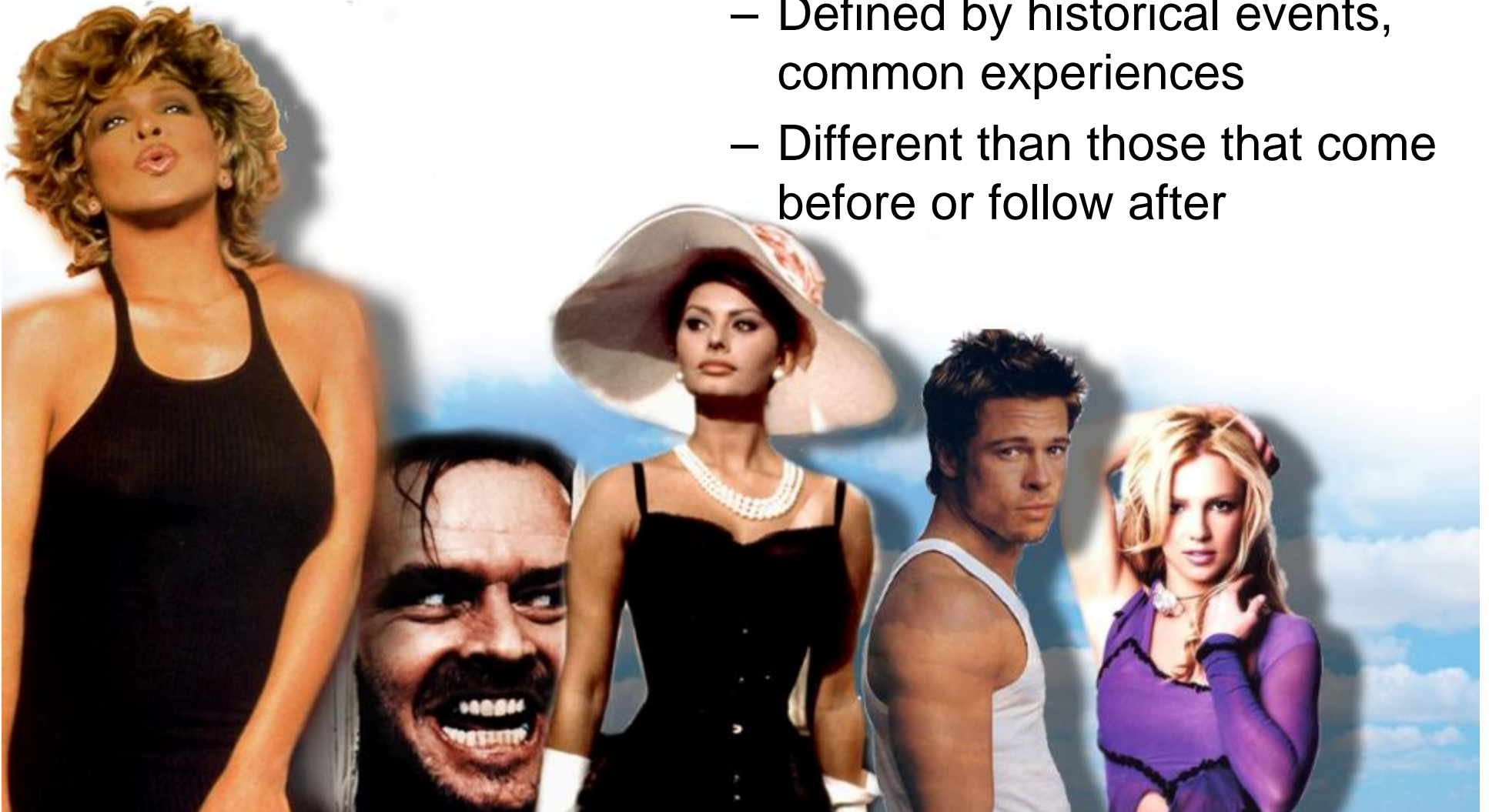


1. GENERATIONAL COHORTS

What is a generation?

- Spans 15-25 years
- Defined by historical events, common experiences
- Different than those that come before or follow after

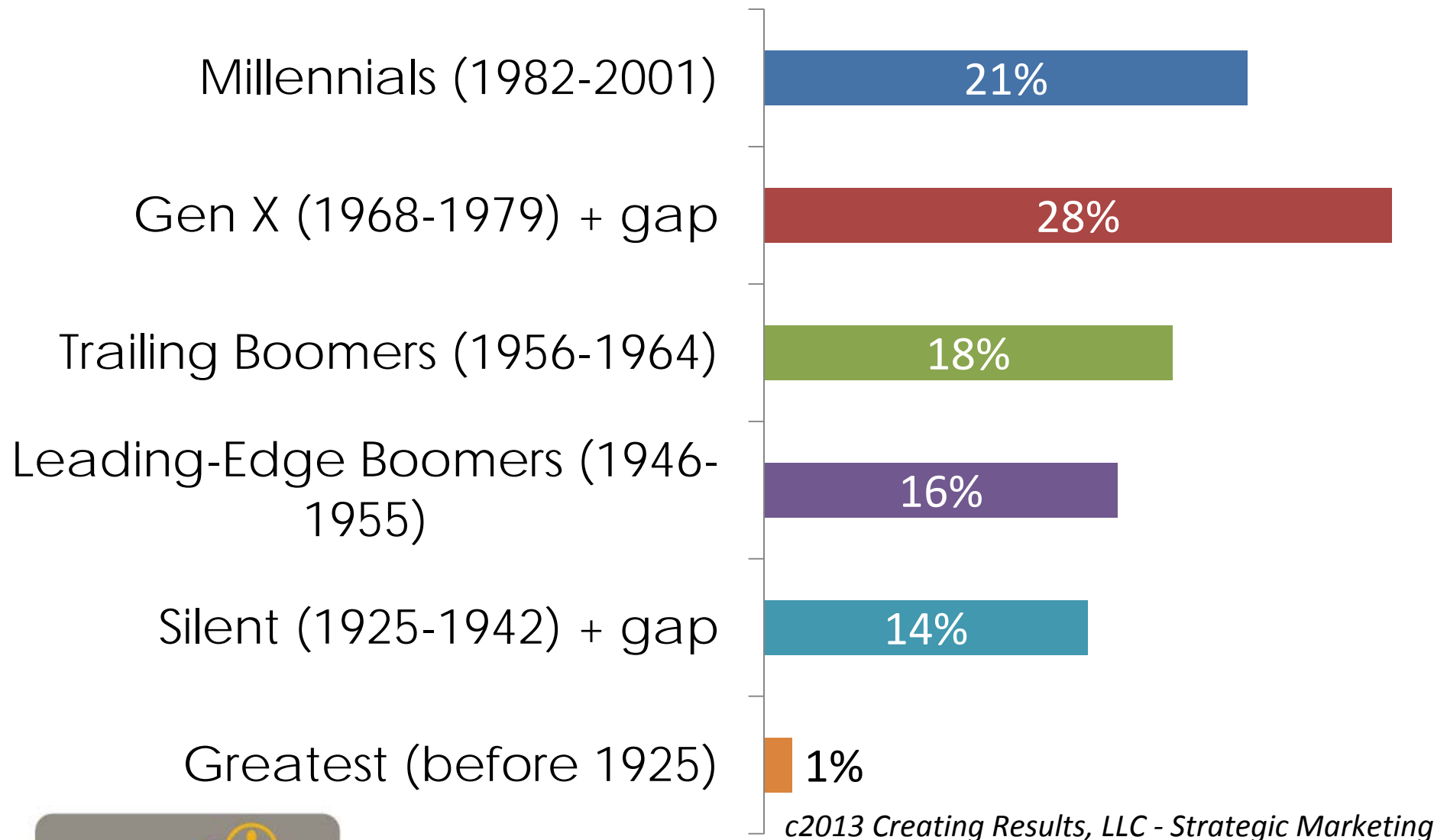


GREATEST	1901-1924
SILENT - MATURES	1925-1942 (Howe/Strauss)
BOOMER	1946-1964 (US Census)
GEN X	1968-1979 (US Census)
GEN Y/MILLENNIALS	1982 -late 2002



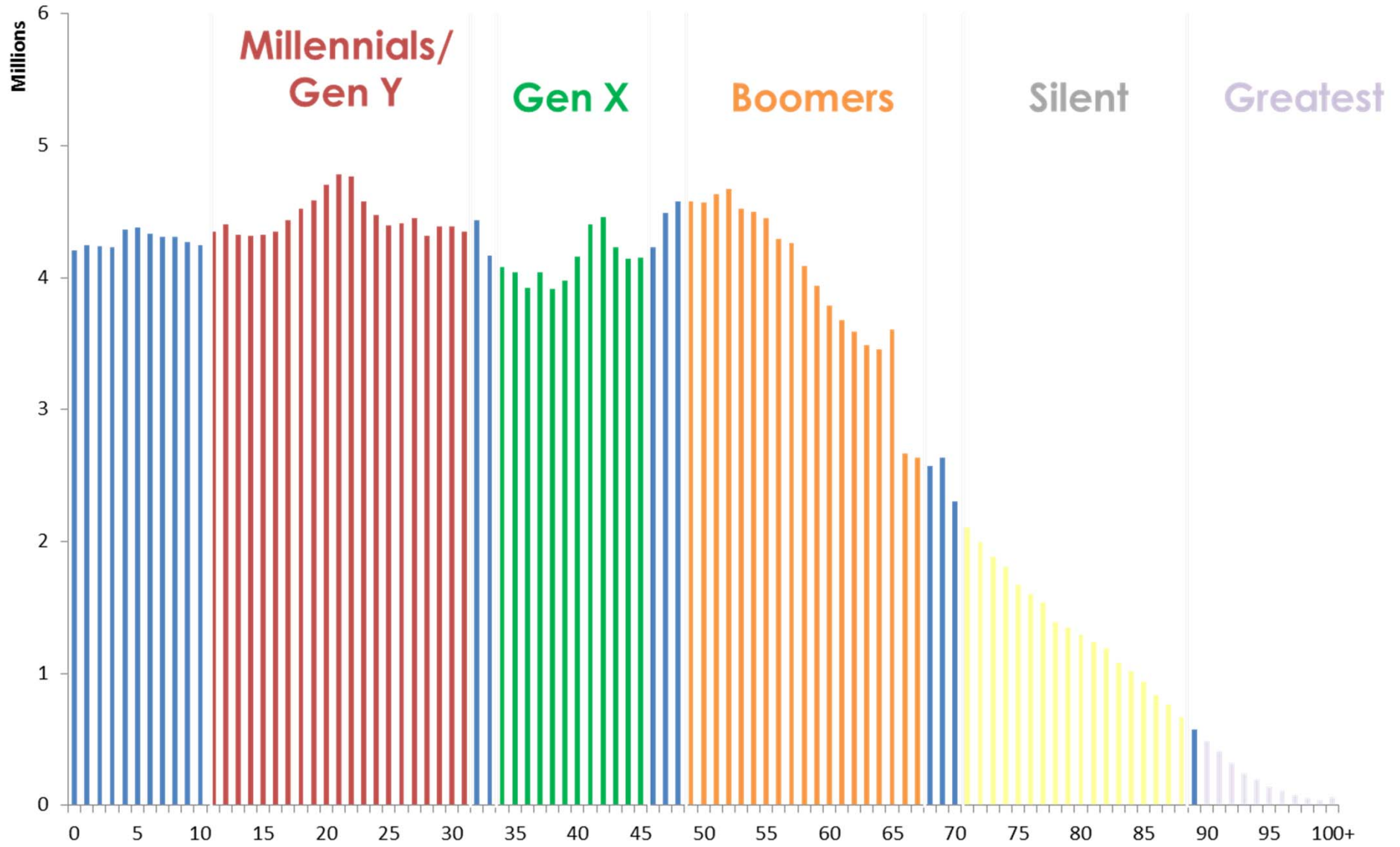
everything mature consumers experience branding | marketing | web | pr | displays | advertising

Share of US Adult Population



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US Population - 1 year cohorts - 2013



Source: US Census Bureau, 2013.

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Secrets to Succeeding with Seniors

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Generational marketing



- A strategy that leads to success
- Discovering how to motivate donors with insights into their:
 - Age
 - Demographics
 - Psychographics
 - Lifestages
 - Generational Cohort

What generational marketing is *NOT*

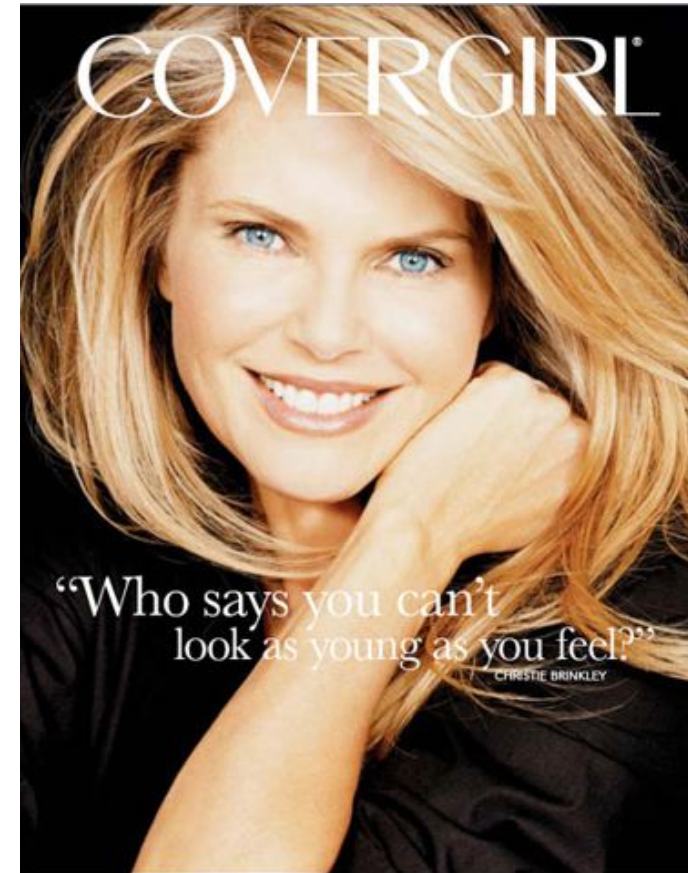
- Defining markets and donors solely by age



2. POSITIVITY



VS



Accentuate the Positive

- Focus on lifestyle, ability, activity
- Be positive but realistic
- Let graphics tell your story



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